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Anne Kronenberg
Executive Director

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To whom it may concern:

Last Monday New York City officials issued a Wireless Emergency Alert (WEA) asking their residents and visitors to help find two men suspected of detonating bombs in Manhattan's Chelsea neighborhood and in New Jersey.

The message was simple: "WANTED: Ahmad Khan Rahami, 28-yr-old male. See media for pic. Call 9-1-1 if seen" and with this message, a system most commonly used for weather-related advisories or abducted children successfully enlisted the help of the entire New York City Metropolitan Area to find the suspected terrorists.

This unprecedented use of WEA has shed new light on the systems' capabilities within the public eye, but also has evoked critiques as to why New York City's WEA message did not include a link to the picture of the two individuals in question. For those of us in the emergency management community we know the incredible reach WEA provides us in disseminating alerts to the public. However, the system can be improved in numerous ways.

I request the Federal Communications Commission to vote in favor of WEA rules that have the potential to enhance public safety, and allow us all to communicate better with our communities when it meets next month.

These specific rules are as follows:

1. Embedded References and Pictures – Wireless Emergency Alerts should be capable of sending messages that include pictures, links, and telephone numbers.
2. Device-Assisted Geotargeting – Wireless Emergency Alerts should be capable of being sent to a granular area using technology that already exists in each handset.
3. Multilingual Capabilities – Wireless Emergency Alerts should be able to be sent in multiple languages.
4. "Many-to-One" Capability – Wireless Emergency Alerts should be able to poll recipients for feedback that can be used to improve response (e.g., damage assessments, requests for assistance, etc.).

Thank you for your consideration.

Sincerely,

A handwritten signature in blue ink, appearing to read "Anne Kronenberg". The signature is fluid and cursive, with a long, sweeping tail that extends downwards and to the right.

Anne Kronenberg